

**CONSUMER INTENTION TO PIRATE DIGITAL PRODUCTS:
THEORY OF PLANNED BEHAVIOR AND
ETHICS THEORY PERSPECTIVE**

THESIS

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana
Ekonomi (S1) in Management Program Faculty of Economics
Universitas Atma Jaya Yogyakarta**



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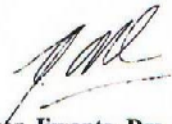


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TABLE OF CONTENTS

TITLE PAGE	i
APPROVAL PAGE	ii
COMMITTEE’S APPROVAL PAGE	iii
AUTHENTICITY ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	viii
LIST OF FIGURES	ix
LIST OF APPENDIXES	x
ABSTRACT	xi
CHAPTER I: INTRODUCTION	1
1.1. Introduction	1
1.2. Research Background.....	1
1.3. Research Question	3
1.4. Research Scope.....	3
1.5. Research Objective	4
1.6. Potential Contribution	4
1.7. Thesis Structure	5
CHAPTER II: LITERATURE REVIEW AND	
HYPOTHESES DEVELOPMENT.....	7
2.1. Introduction	7
2.2. Digital Products	7
2.3. Digital Piracy Definition	11
2.4. Theory of Planned Behavior.....	13
2.5. Ethics Theory	15
2.6. Perceived Benefit, Perceived Risk, and Habit.....	16
2.7. Previous Research	17
2.8. Research Model	20
2.9. Hypotheses Development.....	23

CHAPTER III: RESEARCH METHODOLOGY.....	28
3.1. Introduction	28
3.2. Research Design	28
3.2.1. Research Method	28
3.2.2. Research Context	29
3.3. Population and Sampling	30
3.4. Research Procedure	30
3.4.1. Research variables	30
3.4.2. Data collection method	33
3.4.3. Data analysis technique	33
CHAPTER IV: DATA ANALYSIS AND INTERPRETATION.....	36
4.1. Introduction	36
4.2. Validity and Reliability Analysis	36
4.2.1. Reliability analysis.....	36
4.2.2. Validity analysis	38
4.3. Profiles of Respondents.....	39
4.3.1. Respondents based on gender	39
4.3.2. Respondents based on age	40
4.3.3. Respondents based on religion	41
4.4. Correlation Analysis.....	41
4.5. Factors Affecting Consumer Intention to Pirate Digital Products.....	43
4.5.1. Antecedents of subjective norm toward piracy.....	43
4.5.2. Antecedents of attitude toward piracy	45
4.5.3. Antecedents of intention to pirate digital products	49
4.5.4. Hypotheses Testing Result	54
4.6. Comparison with Yoon (2011).....	55
CHAPTER V: CONCLUSION AND IMPLICATION	57
Introduction	57
Conclusion.....	57
Managerial Implication	58
Limitation of the Research	59

Suggestion	60
REFERENCES.....	62



LIST OF TABLES

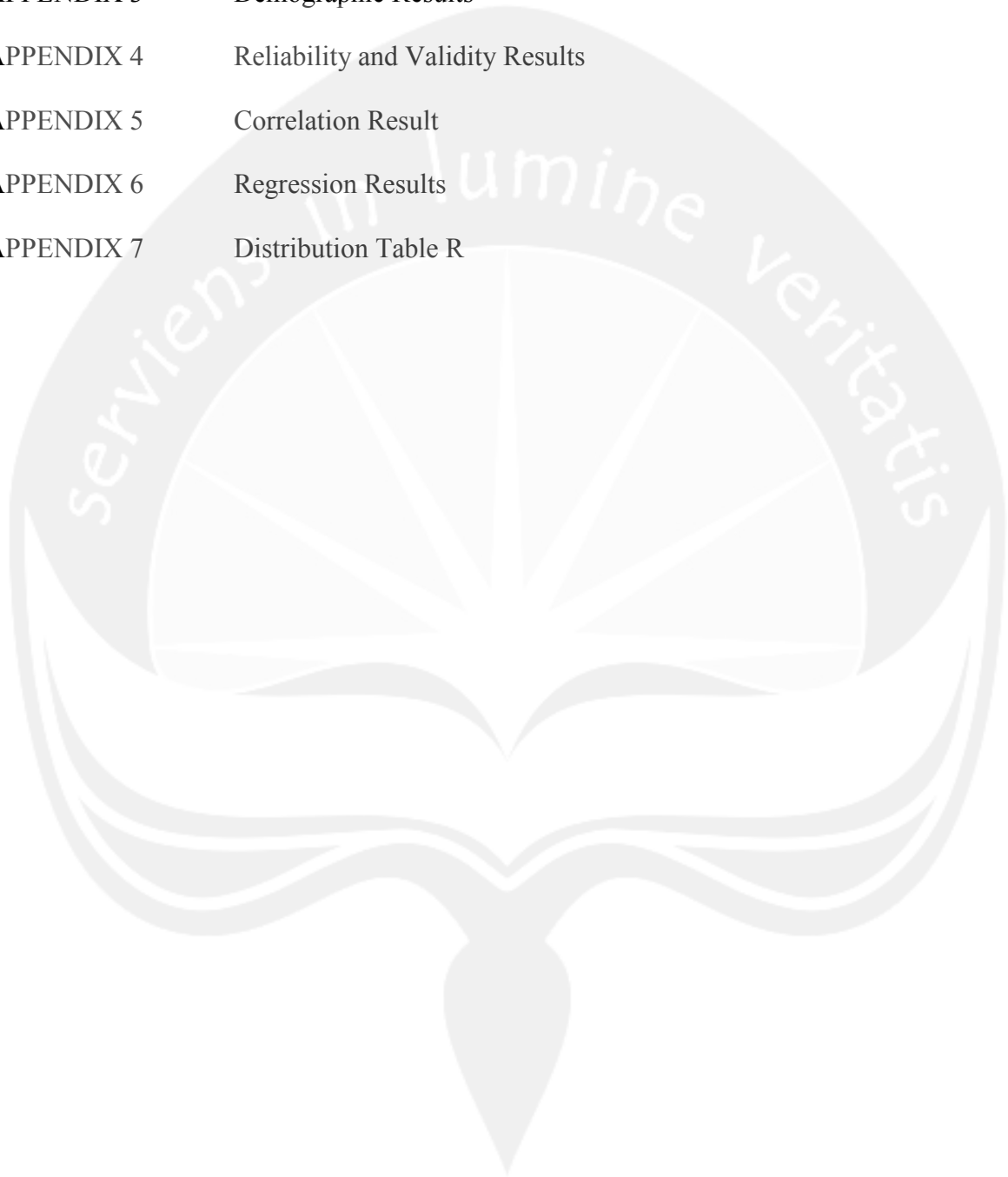
Table 2.1 Study Comparison	17
Table 3.1 Description of Measure Items.....	31
Table 3.2 Analysis Method for Research Variables	34
Table 3.3 Analysis method for Demographic Data	34
Table 4.1 Reliability test.....	37
Table 4.2 PBC's Cronbach's α if Item Deleted.....	37
Table 4.3 Validity Test Result.....	38
Table 4.4 Correlation Analysis	42
Table 4.5: Antecedents of Subjective Norm.....	43
Table 4.6: Antecedents of Attitude toward Piracy.....	45
Table 4.7 Descriptive Statistic of Perceived Benefit.....	46
Table 4.8 Antecedents of Intention.....	50
Table 4.9 Descriptive Statistic Result of Subjective Norm	51
Table 4.10 Descriptive Statistic of Attitude toward Piracy	52
Table 4.11 Descriptive Statistic of Moral Obligation.....	53
Table 4.12 Hypothesis Testing Result Summary	54
Table 4.13 Comparison between Previous Study and Present Research.....	55

LIST OF FIGURES

Figure 2.1: Phonograph Record and Size Comparison.....	8
Figure 2.2: Gramophone Player v. MP3 Player.....	8
Figure 2.3: iPod and It's Size	9
Figure 2.4: Book Manufacturing in the Past and Now	9
Figure 2.5: Encyclopedia Books vs. eBook.....	10
Figure 2.6: eBook Distribution Process.....	11
Figure 2.7: The Theory of Planned Behavior	14
Figure 2.8: Research Model.....	21
Figure 2.9 Conceptual Model 1	22
Figure 2.10 Conceptual Model 2	22
Figure 2.11 Conceptual Model 3	23
Figure 3.1 Conceptual Model 1	31
Figure 3.2 Conceptual Model 2	32
Figure 3.3 Conceptual Model 3	32
Figure 4.1 Distribution of Respondents based on Gender	39
Figure 4.2 Distribution of Respondents based on Age	40
Figure 4.3 Distribution of Respondents based on Religion.....	41

LIST OF APPENDIXES

APPENDIX 1	Questionnaire of the Research
APPENDIX 2	Questionnaire Data
APPENDIX 3	Demographic Results
APPENDIX 4	Reliability and Validity Results
APPENDIX 5	Correlation Result
APPENDIX 6	Regression Results
APPENDIX 7	Distribution Table R



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Abstract

Digital products such as software, music, movie, book, and picture are vulnerable against digital piracy. The losses caused by digital products piracy keep increasing over years in Indonesia. Long histories of intellectual property protection are unable to suppress piracy behavior. Several studies have been done to find factors that affect consumer intention to pirate digital products. However, study about intention to commit digital piracy in Indonesia is limited. Therefore, this study tries to examine consumer intention to pirate digital products.

This study use adapted survey questionnaire with 218 university students as the sample. Ten research hypotheses were tested using multiple regression analyses. The results are three out of ten hypotheses were rejected, while one hypothesis could not be examined due to reliability problem. Attitude toward digital piracy shows significant and positive impact toward intention to commit digital piracy, while moral obligation has significant and negative impact toward intention to commit digital piracy. Two variables of TPB (subjective norms and perceived behavioral control) were found to have insignificant impacts on intention to commit digital products piracy.

Keywords: consumer intention, digital piracy, digital products, ethics theory, theory of planned behavior, TPB